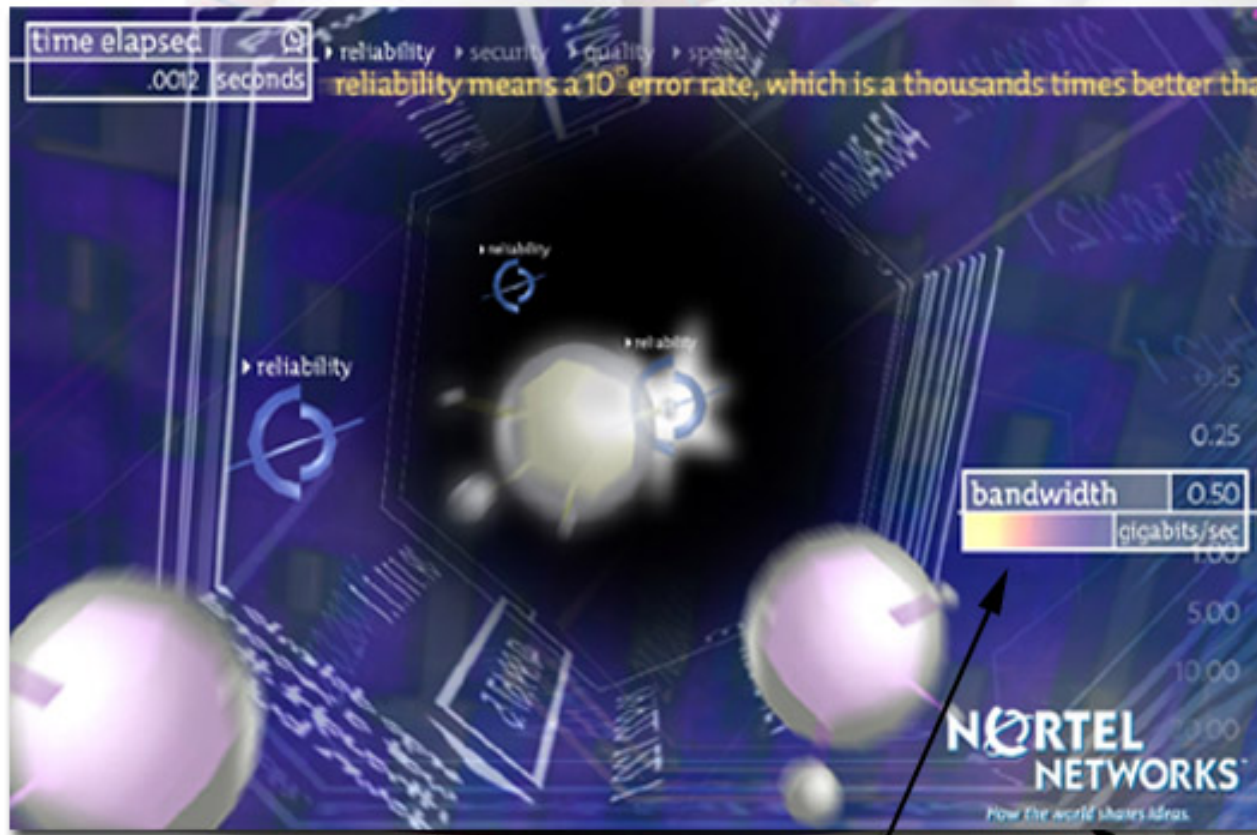# MAYA Design

- Mick in 30 seconds

- MAYA in a minute

- How do you discover unvoiced/unmet needs?

- How do you exploit the wisdom of the crowds?

- The MAYA teaming toolkit

- Suggested next steps

MA·YA

Interface design

time elapsed
.0012 seconds

▸ reliability ▸ security ▸ quality ▸ speed
reliability means a 10⁹ error rate, which is a thousands times better tha

▸ reliability

▸ reliability

▸ reliability

0.15

0.25

bandwidth   0.50
gigabits/sec
1.00

5.00

10.00

NORTEL
NETWORKS
How the world shares ideas.

optional
virtual motion headgear

projector

simulator dashboard

TOP LEVEL

Gauges depict real-time network
traffic information, highlighting
acceleration (speed), reliability,
scalability, security, and quality
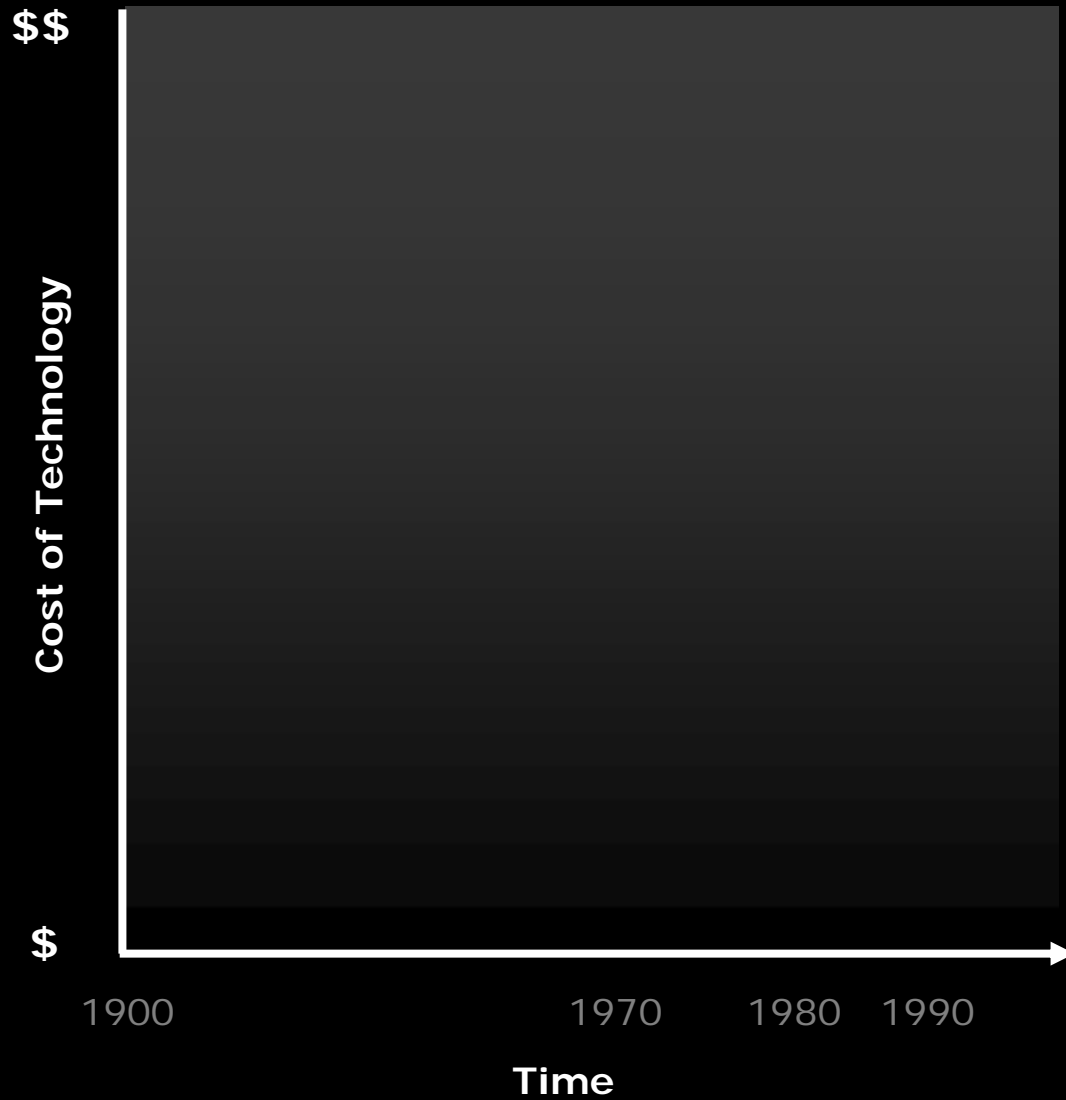
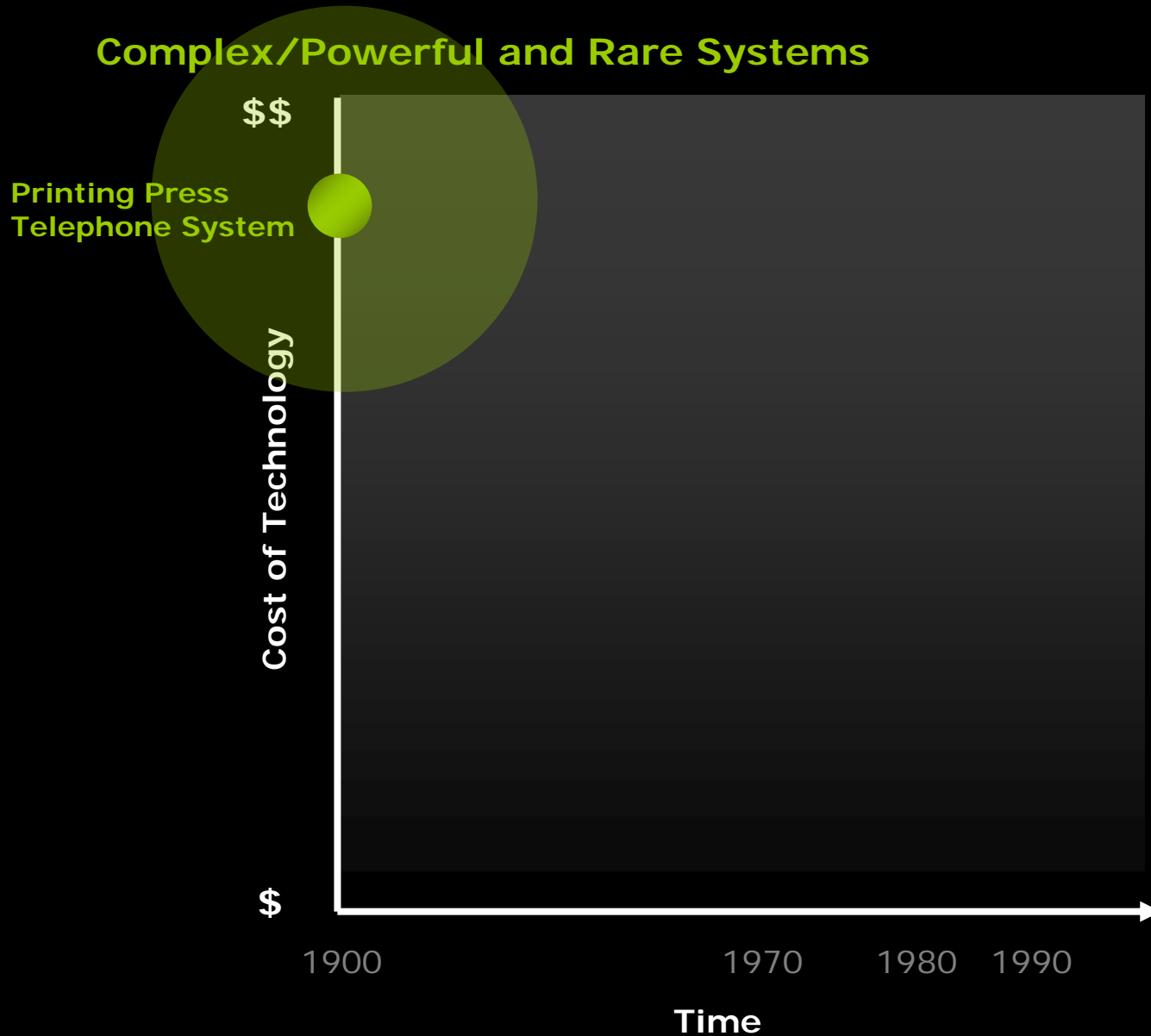nsphered Vision display

joystick

Walking In Their Footsteps

MAYA Design

- Mick in 30 seconds
- **MAYA in a minute**
- How do you discover unvoiced/unmet needs?
- How do you exploit the wisdom of the crowds?
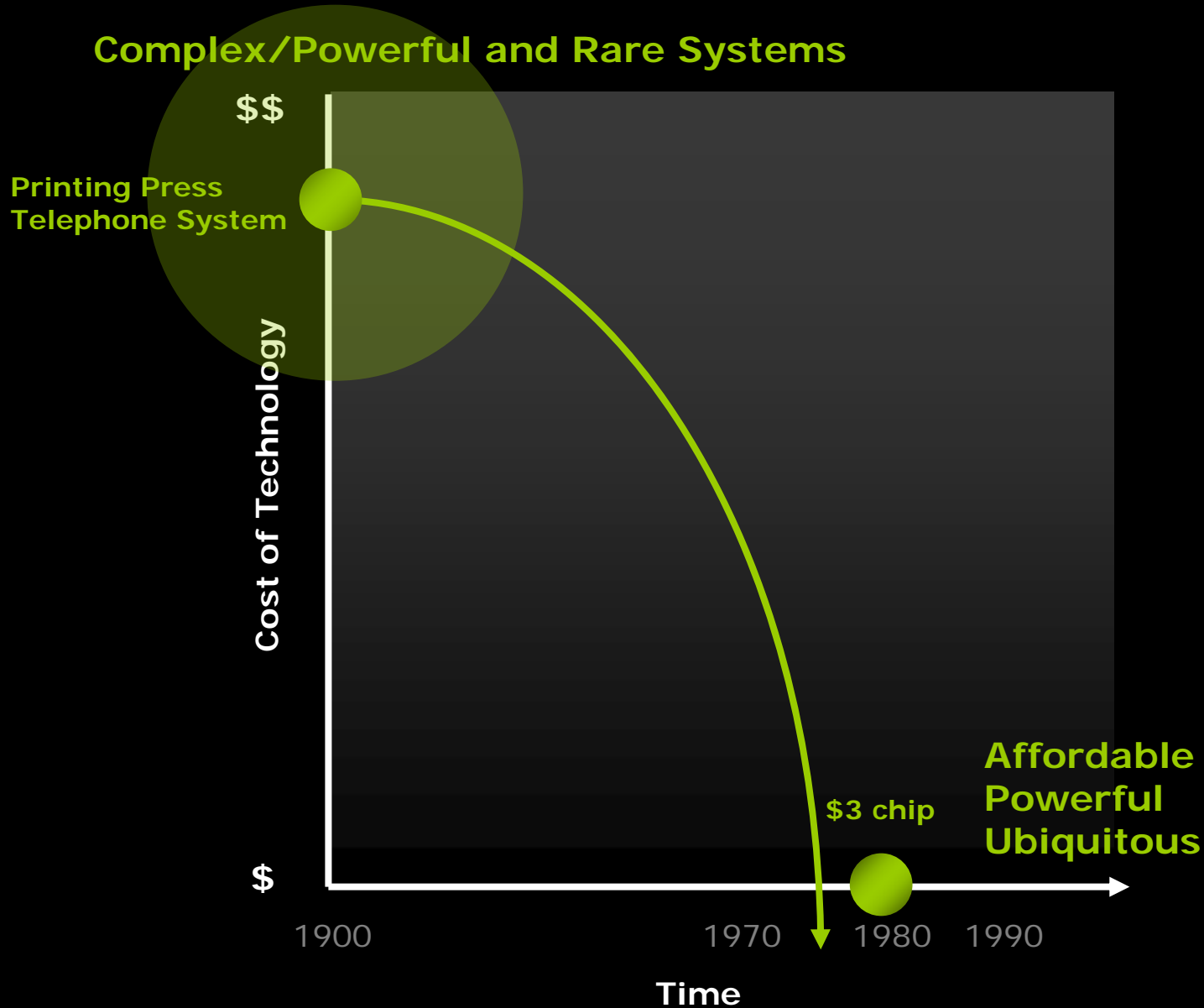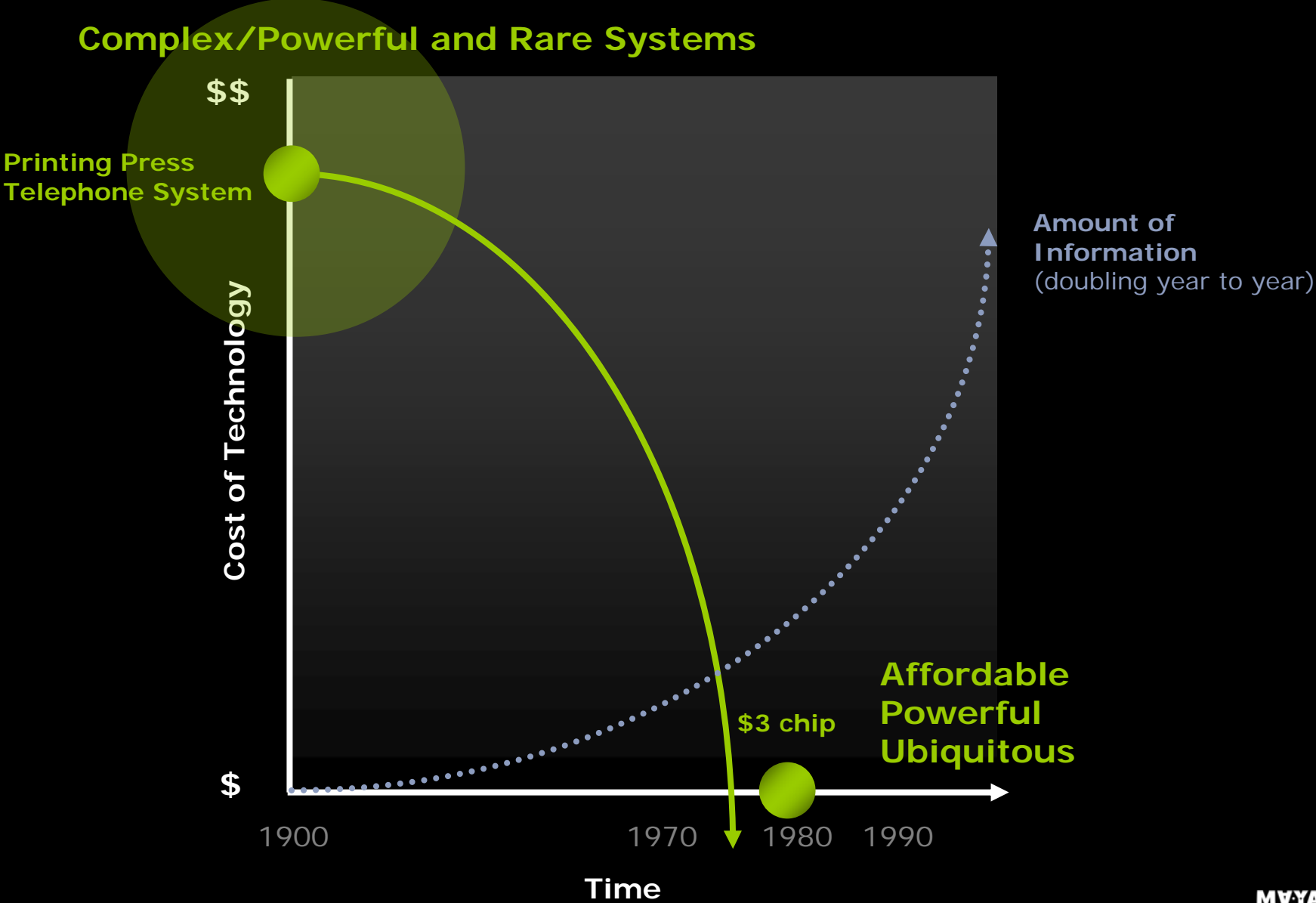- The MAYA teaming toolkit
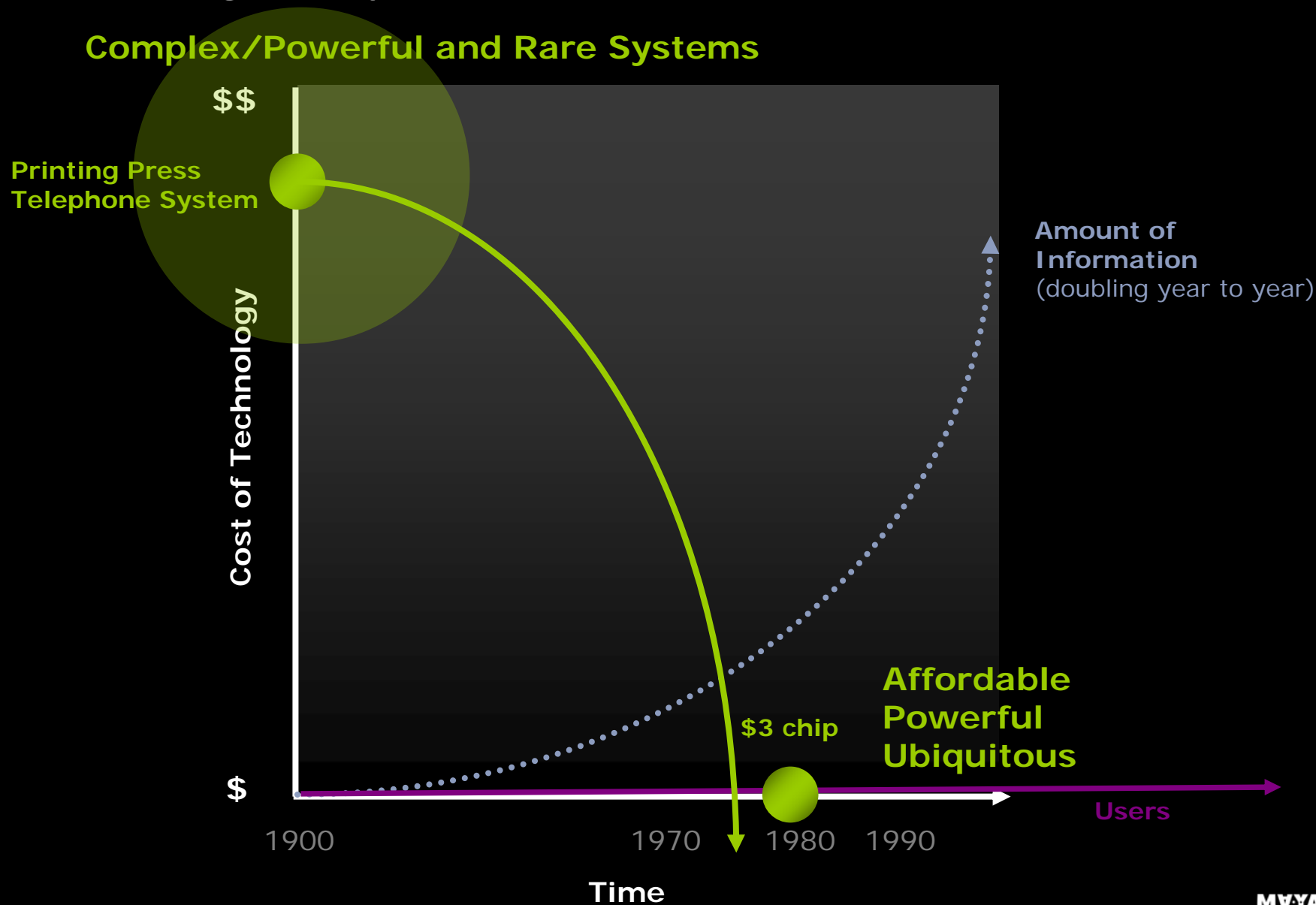- Suggested next steps

MVYA

MAYA Design: Why

MAYA Design: Why

Complex/Powerful and Rare Systems

$$

**Printing Press
Telephone System**

Cost of Technology

$

1900   1970   1980   1990

Time

MAYA

MAYA Design: Why

Complex/Powerful and Rare Systems

$$\$\$$$

Printing Press
Telephone System

Cost of Technology

$3 chip

**Affordable
Powerful
Ubiquitous**

$

1900   1970   1980   1990

Time

MAYA

MAYA Design: Why

Complex/Powerful and Rare Systems

$$

$$

**Printing Press
Telephone System**

**Amount of
Information**
(doubling year to year)

Cost of Technology

$3 chip

**Affordable
Powerful
Ubiquitous**

$

Users

1900   1970   1980   1990

Time

MAYA

MAYA Design: Why

Complex/Powerful and Rare Systems

$$ **$$**

**Printing Press
Telephone System**

**Amount of
Information**
(doubling year to year)

Cost of Technology

MAYA®

**Affordable
Powerful
Ubiquitous**

$3 chip

$ **$**

Users

1900   1970   1980   1990
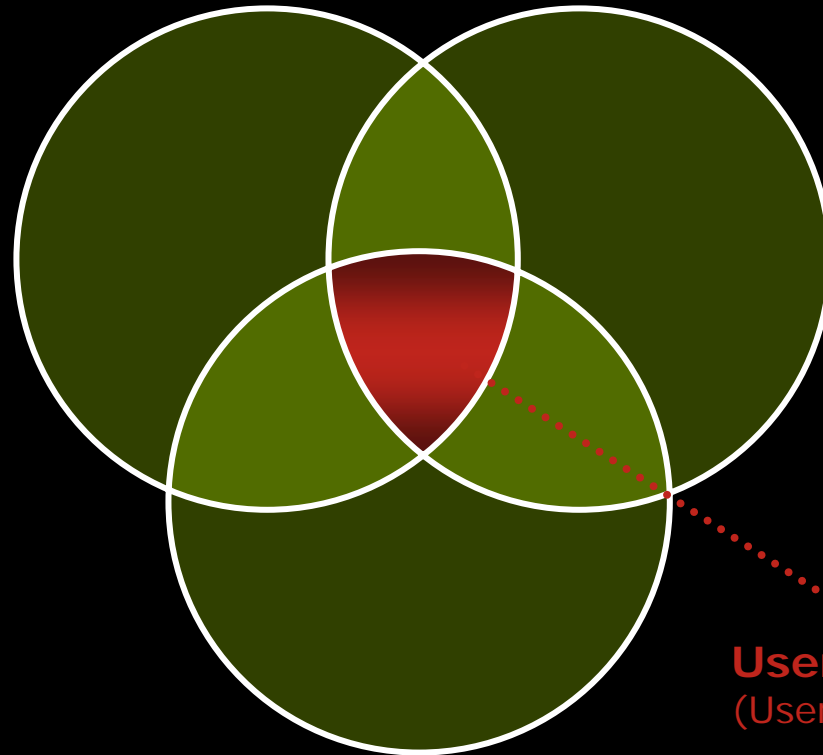
Time

MAYA

MAYA Design: How

Human Sciences
How people think and
form mental models

• Cognitive Psychology
• Anthropology
• HCI (Human
Computer Interaction)

Engineering
Technologists

• Computer Scientists
• Electrical Engineers
• Mechanical Engineers
• Mathematicians

Users
(User Centered Design)

Design
Form and Function - makers
Brainstorming/Creativity

• Industrial/Graphic Designers
• Film Makers
• Animators
• Architects

MⱯYA

"… the greatest advance in technology for command and control in the past 30 years."

- Gen. Paul F. Gorman, US Army (Ret.)

http://www.humanservices.net/

Yahoo! Mail – The be...   networks ▼   Latest Headlines   Google News...   Boing Boing: A Dir...   Metafilter | Comm...

HumanServices

Not signed in... Sign In...   (3rc)

Clear selections

Search: [   ] GO

Categories: Show:

Advanced Search

− **Search Results**   ■

   "alcohol"   ■

+ **Adolescents and Children**   □

+ **Developmental Disabilities**   □

+ **Education**   □

+ **Family Services**   □

+ **Financial Assistance**   □

+ **Food & Clothing**   □

+ **Health Care**   □

+ **Housing & Utilities**   □

   Independent Living Supports   □

+ **Information Providers**   □

+ **Job Assistance**   □

+ **Seniors**   □

   Transportation   □

Welcome to HumanServices.net

HumanServices.net is a gateway to an "Information Commons" -- a distributed database that brings together a wide range of information and data types into a single, easily searchable repository. The site contains detailed profiles of services from daycare centers and drug and alcohol assistance to clinics and food banks, along with photographs, maps, directions, and even the nearest bus routes.

For helpful instructions, community profiles, and other useful information please visit the humanservices.net home page.

Allegheny County · Department of Human Services

United Way

United Way of Allegheny County

2006 InfoWorld 100 FINALIST

Please send feedback to support@humanservices.net

Disclaimer and Use Policy

POWERED BY THE INFORMATION COMMONS

javascript: void(window.open('http://www.humanservices.net/detail_frame/index.php?which=dhs&uu...

MAYA

http://www.humanservices.net – PA Vocational Rehabilita...

<< Click to read or add comments about this program.

PA Vocational Rehabilitation Office (OVR)

Complete vocational rehabilitation services, including work potential evaluation and both physical and mental restoration services. Offers job placement, training program placement, counseling, and guidance service. Provides prostheses, braces, wheelchairs, and adaptive equipment as needed.

Contact Info	General Info	Details	Transit

Facility: State Office Building, Rm. 217

300 Liberty Avenue

State Office Building, Rm. 217
Pittsburgh, PA 15222
USA

Located within: West View, Borough of

Provider: PA Vocational Rehabilitation Office (OVR)

PROGRAM CONTACT
    Email:

Telephone: 412-392-4950
TTY   412-392-5972
Administrative 412-392-4952
800-442-6371
fax   412-565-7587

Updated Wed Aug 8, 2007

Done

Not signed in... Sign In...

Street

Showing 708 of 1318 items.

Map data ©2007 Tele Atlas - Terms of Use

POWERED BY THE INFORMATION COMMONS

Done

MAYA

Humanservices.net

http://www.humanservices.net – PA Vocational Rehabilita... | ▼ | ▷ | G ▼ Google | Q

Ya... | Boing: A Dir... ⌐ | Metafilter | Comm... ⌐ | »

<< Click to read or add comments about this program.

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800-442-6371
fax   412-565-7587

Updated Wed Aug 8, 2007

http://www.humanservices.net/detail_frame/tab.php?...

http://www.humanservices.net – West View, Borough of

<< Click to read or add comments about this region.

West View, Borough of

A borough in Allegheny County, Pennsylvania.

Census Data	Region Info

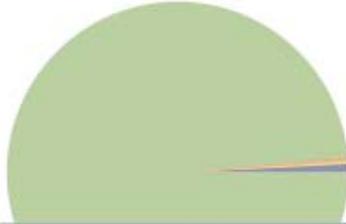More Census detail ...

Demographics
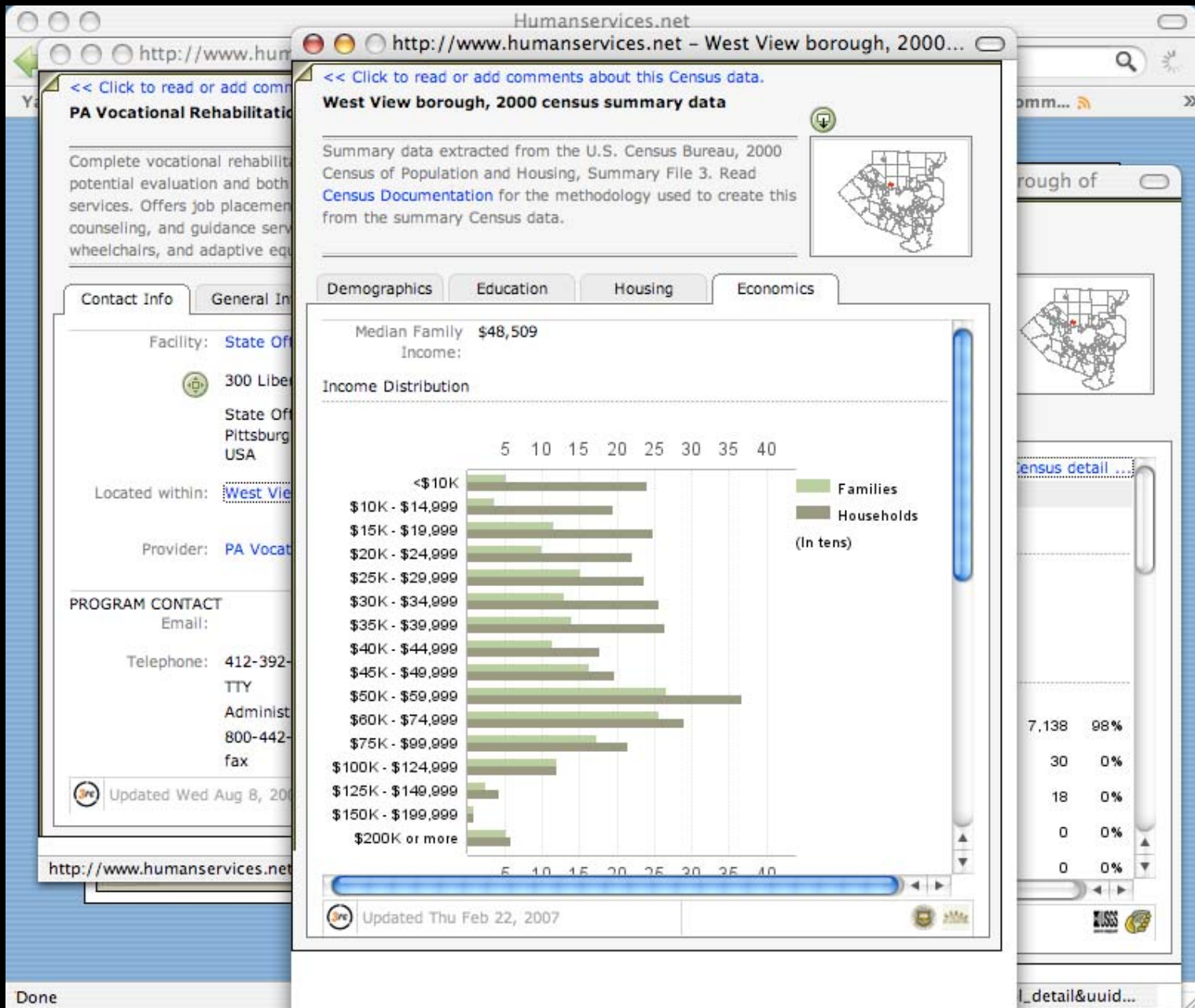
Population

Total: 7,247

Median Age: 41

Racial Composition:

White	7,138	98%
Black	30	0%
Am. Indian	18	0%
Asian	0	0%
Native Hawaiian	0	0%

Updated Wed Dec 15, 2004

Done

Done

MAYA

Humanservices.net

http://www.hum...

<< Click to read or add comm...

PA Vocational Rehabilitatio...

Complete vocational rehabilita...
potential evaluation and both...
services. Offers job placemen...
counseling, and guidance serv...
wheelchairs, and adaptive equ...

Contact Info	General In...

Facility: State Of...

300 Libe...

State Of...
Pittsburg...
USA

Located within: West Vie...

Provider: PA Vocat...

PROGRAM CONTACT
Email:

Telephone: 412-392-...

TTY

Administ...

800-442-...

fax

Updated Wed Aug 8, 200...

http://www.humanservices.net...

http://www.humanservices.net – West View borough, 2000...

<< Click to read or add comments about this Census data.

West View borough, 2000 census summary data

Summary data extracted from the U.S. Census Bureau, 2000
Census of Population and Housing, Summary File 3. Read
Census Documentation for the methodology used to create this
from the summary Census data.

Demographics	Education	Housing	Economics

Median Family $48,509
Income:

Income Distribution

Families
Households

(In tens)

5 10 15 20 25 30 35 40

<$10K
$10K - $14,999
$15K - $19,999
$20K - $24,999
$25K - $29,999
$30K - $34,999
$35K - $39,999
$40K - $44,999
$45K - $49,999
$50K - $59,999
$60K - $74,999
$75K - $99,999
$100K - $124,999
$125K - $149,999
$150K - $199,999
$200K or more

5 10 15 20 25 30 35 40

Updated Thu Feb 22, 2007

rough of

ensus detail ...

7,138   98%

30   0%

18   0%

0   0%

0   0%

Done

l_detail&uuid...

Unvoiced Needs + Disruptive Technologies = New Channels/New Markets

(But it will all fall apart if you can't work as a team)

MA·YA

MAYA Design

- Mick in 30 seconds

- MAYA in a minute

- **How do you discover unvoiced/unmet needs?**

- How do you exploit the wisdom of the crowds?

- The MAYA teaming toolkit

- Suggested next steps

MA·YA

Discovering Unvoiced Needs

Discovering Unvoiced Needs
Walking a Mile/Day in the Life

Trip Experience

mark stops and key points on timeline like bathroom breaks, food, gas

Rest stop — Gas — Bathroom — Breakfast

home / bed

gas to bathroom & caffeine stop

Devices / Media

Just CDs the entire ride

What media and information did we bring?

People

Activities

Switches from Radio christmas songs to CDs

Slept in cold car

Best Breakfast ever.

How are we passing the time?

Places

Stopped in Brazelwood "crossroads of the Nation"

Stopped in Scranton PA for gas & Red Bull

stopped @ CT Welcome center

Where did we stop?

Points of Interest

Lots of tacky christmas lights decorating houses

What did we see that we enjoyed or disliked?

Sightings

Full Moon!!

Tunnel

Questions

Is a plan 30 miles longer on a road worth the extra time to avoid the risk of bad weather on a shorter, Northern route?

Is there a better route?

Sketch Board

Sketch Board

Sketch Board

Pre Trip Questions

Before you begin, we ask that you answer a few questions for...

Where is your destination? BOSTON

How many passengers are in the car? 3 2

Do you know each passenger in the car? yes

What are the first names of all the passengers in the c...

How long in time do you estimate your trip to be?...

Do you have any planned stops along the way?...

Have you made this trip before? yes

Have you made this trip with these same people bef...

Have you brought any materials (books, magazines...

along to accompany you on the trip? CD

Have the other passengers brought materials...

Activity

DO: Imagine that the end of Post It Notes represent video cameras. Place Notes/cameras around the cars interior when you would want cameras.

USE: Cassette recorder and Still Camera (estimated 5 pictures).

MAYA

Trip Experience

mark stops and key points on timeline like bathroom breaks, food, gas

home / bed

Devices / Media

IPOD → MUSIC

CASSETTE TAPE → LEARN FRENCH

IPOD → MUSIC

NO MEDIA TODAY

What media and

People

CAROLYN + ALEXANDRA + IAN

CAROLYN + ALEXANDRA + IAN + MARK

CAROLYN + ALEXANDRA + IAN

ALEXANDRA + IAN + IAN'S DAD

Activities

ALL: TALK

IAN TOOK HIS SHOES OFF + PUT THEM BACK ON

IAN + ALEX HELPED CAROLYN TAKE HER JACKET OFF WHILE DRIVING.

EAT + SLEEP + TALK

TALKING + SLEEPING

How are we passing the time?

Places

SHEETZ FOR PEEING & LUNCH

• GAS STATION
• HOT WATER TO MAKE TEA

• VISITOR'S CENTER FOR BATHROOMS

• MC DONALD'S FOR JUNK FOOD

• FRIEND'S HOUSE TO SLEEP THE NIGHT.
• WE HAD DINNER AT A CAFE IN THE TOWN (ROSENDALE, NY)

• GAS BEFORE WE GET ON HIGH WAY
• CAROLYN FORGOT HER DIGESTIVE TEA IN HER HOUSE, SO WE HAVE TO GO BACK.

STOP GET TO GAS PEE + SNACK

STAY FOR IAN + ALEX TO GO WITH IAN'S DAD, TO SKETCH DURHAM

HOME!

Where did we stop?

Points of Interest

CLIMAX WORLD FAMOUS DRIVE-THRU STRIP CLUB

EXPANSIVE CAR + REFRIDGERATOR GRAVEYARD

• CUT-OUT MOOSE

What did we see that we enjoyed or disliked?

Sightings

STICKER ON TRUCK THAT SAYS 'EXTREMELY HEAVY'

• SHARP-SHINNED HAWK

• a bunch of DEER!
• 2 GIANT HAWKS!

Questions

• WE NEED GAS. IS THERE A STATION COMING?

• ARE WE GOING THE RIGHT WAY?

Is there a better route?

Leave House · Day one · sleep over in Rosendale, NY · Day 2 · Arrive at Destination

CHECK SKIS ON ROOF

Discovering Unvoiced Needs
Walking a Mile/Day in the Life
Wizard of Oz Prototyping

10

Home Heartbeat

Are my kids watching tv, or doing their homework?

Did I lock the door?

Is it leaking?

Are there critters in the garage?

Does the water filter need to be changed?

Discovering Unvoiced Needs
        Walking a Mile/Day in the Life
        Wizard of Oz Prototyping
   **Forget Technology/Study Users**

MAYA

User Experience Spectrum

Apologetic

User Testing w/Existing UI

Analysis

Recommendations

Ideation

Prototyping

User Testing

Iterative design

User Testing

Improved product

Smug

Uh, well I didn't read the manual... I'm not very technical... I'm lost...

That's obvious... it's easy. Of course, no problem... you think I'm stupid?

MAYA

Whose worldview?

POSTAL VIEW

CUSTOMER VIEW

SERVICES & CHANNELS

INTERFACES & GOALS

Click-n-Ship

Address
Changes

Passport
Application

PC Postage

Brick and Mortar

Contract Units

Consignments

Vending ATM

Phone

Fax

Online

Letter Carriers

Environ

Person

Machine

Doc

Send cookies

Send wedding
invitations

Pay a bill

Moving

Travel overseas

MAYA

Transactions, segments, and goals

	OPERATIONS	MARKETING	EXPERIENCE
GOAL	Process, Efficiency	Revenue	Satisfaction, Retention
CURRENCY	Piece of Mail	Customer Segments	Customer Goals
TOOLS	Flow Chart, Spreadsheet...	Demographic Data...	Personas, Breakpoint Analysis...
MEASURES	Time & Cost	Sales, Share of Wallet	Quality of Experience
INTERACTION	None	One-way	Two-way

MAYA
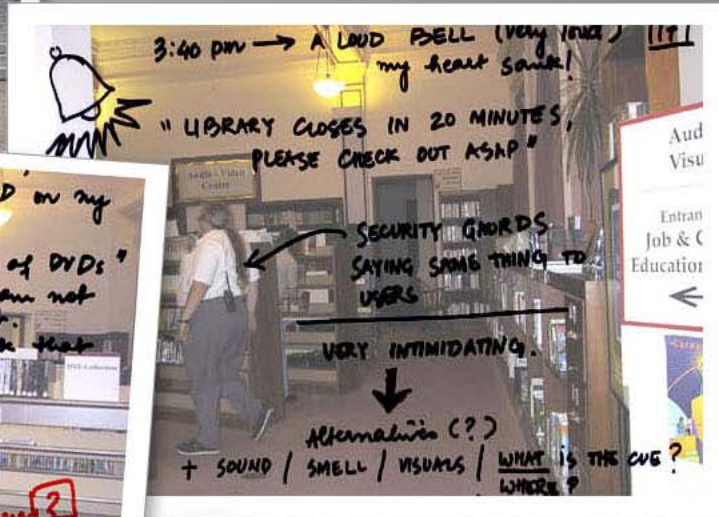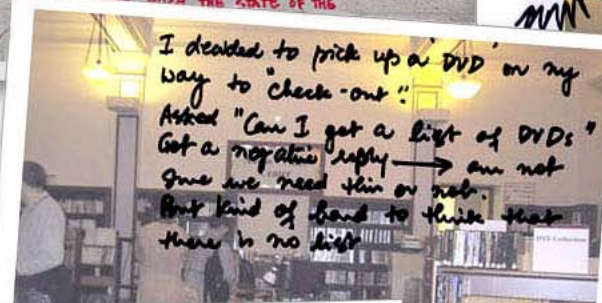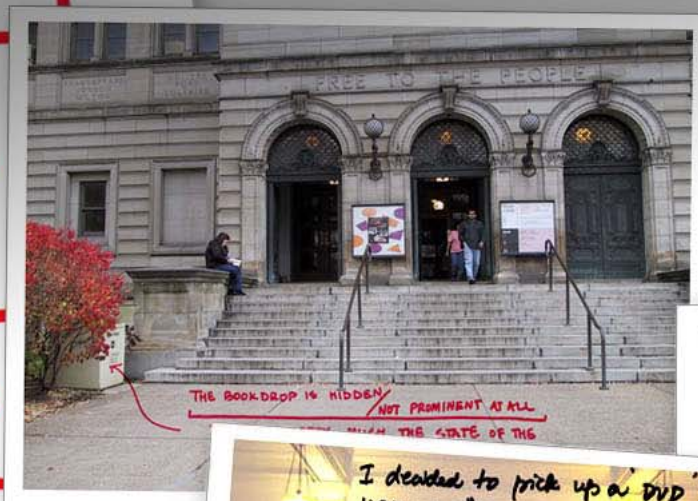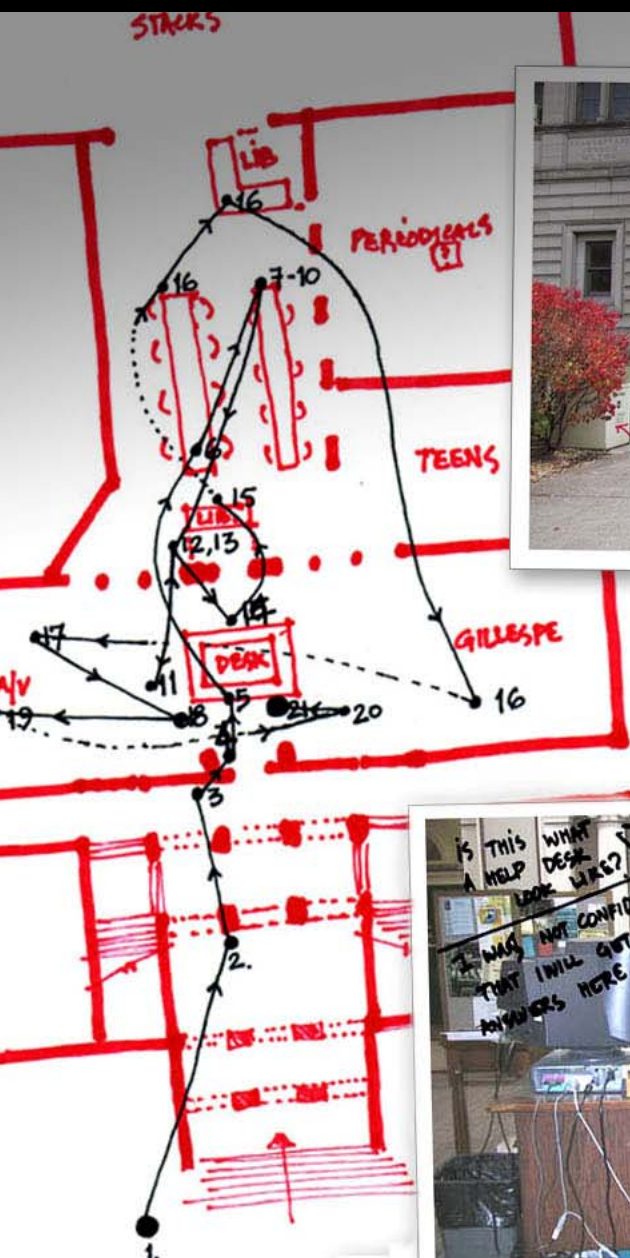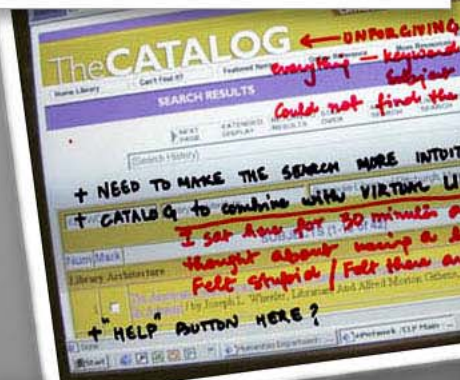
Just because the information space has changed . . .

MA·YA

. . . doesn't mean the human experience has improved.

MAYA
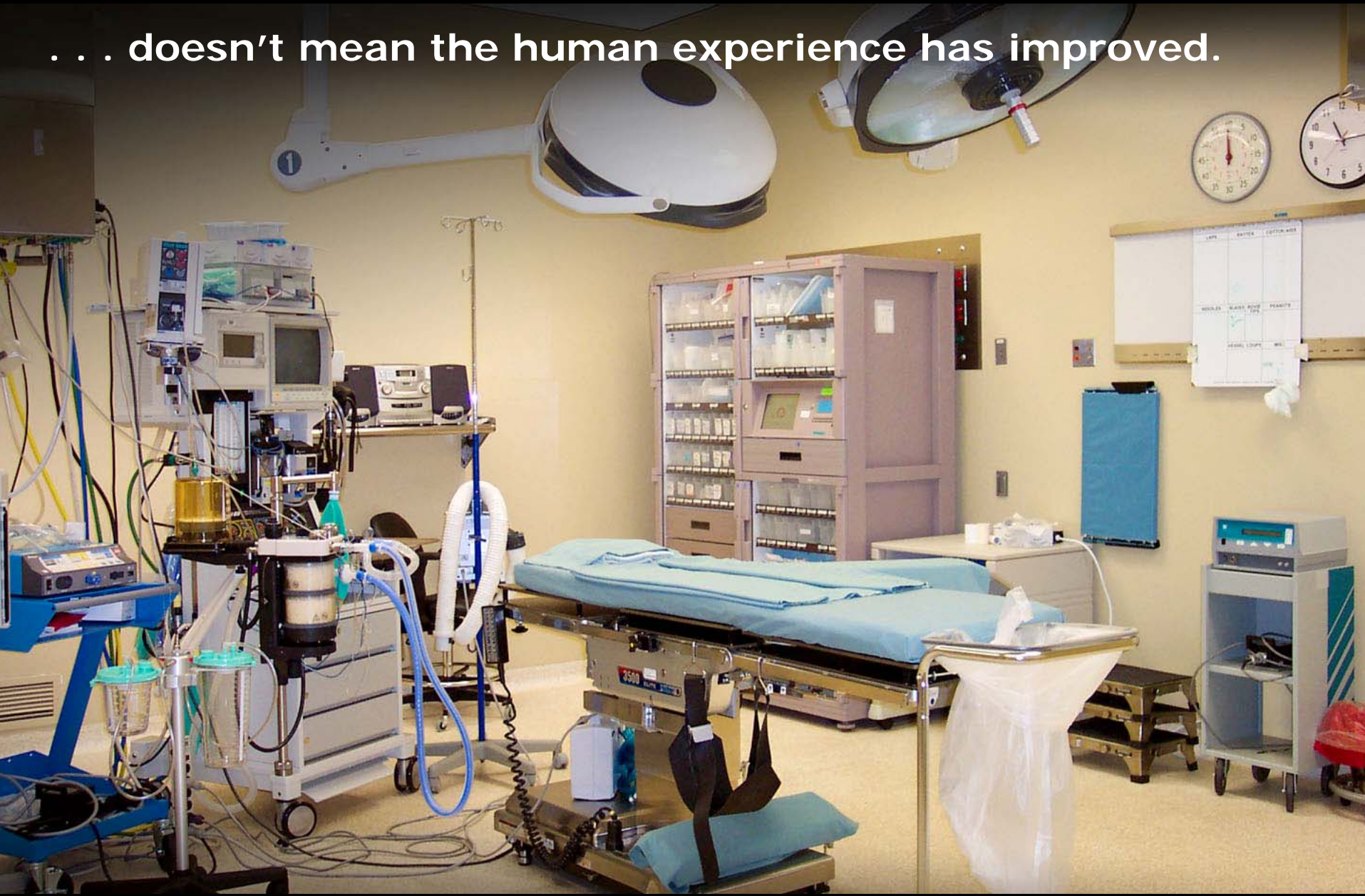
First contact . . . Gotta drop my son off, he pretty much just lawn mowed his foot…

MAYA

Feeling better already . . .

MA·YA
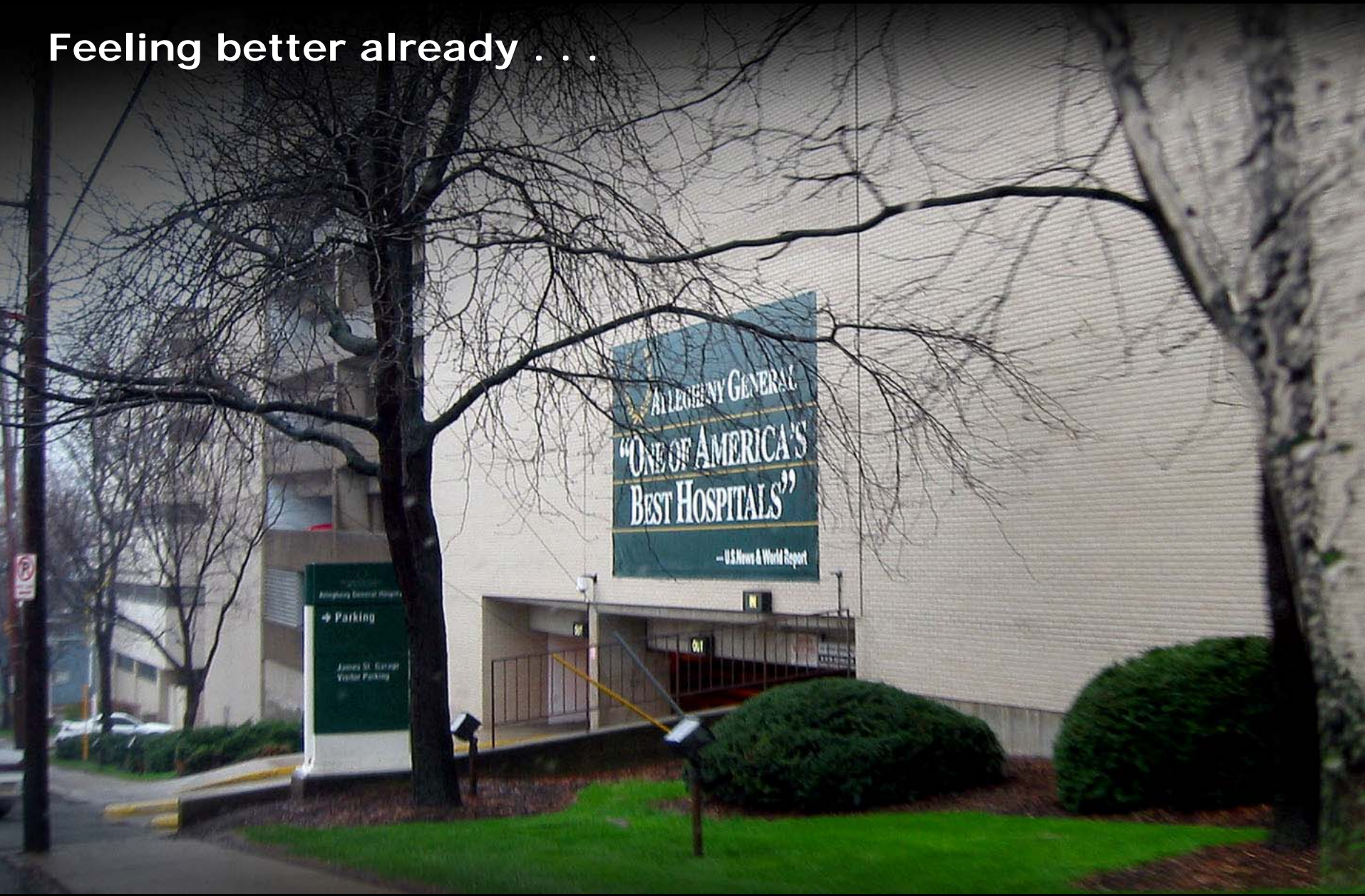
He's on his way, now I've got to park and find him… entrance or exit?

Am I at the hospital or the bank?

MAYA

Am I in the hospital yet?

Stop. Drop. Read.

Allegheny General Hospital
● Bell Directory for Fire Alarm Pull Station Locations ●

Explanation of fire alarm signals: according to the bell directory, station 1-2-3 is South Tower 12th floor, north end. When that station is pulled, the gong will strike once - then after a slight pause it will strike twice - after another slight pause it will strike three times.

Example: GONG - pause
 GONG - GONG - pause
 GONG - GONG - GONG - *long pause*

The pull station code will repeat itself three times every time the fire alarm pull station lever is pulled completely down.

South Tower

Box No.	Floor Location
1 - 6 - 4	17 Central
1 - 4 - 4	15 North
1 - 2 - 4	12 Central
1 - 2 - 3	12 North
9 - 4	9 Central
9 - 3	9 North
8 - 3	8 North
7 - 4	7 South
6 - 6	6 East
6 - 4	6 South
6 - 3	6 North
3 - 3	3 North
1 - 8 - 3	01 North

Allegheny Fire Plan

REMOVE everyone from immediate danger and close the door.

ALARM. Pull the nearest fire alarm pull station and dial 1111.

CLOSE all doors in the fire alarm area to slow the spread of smoke and heat.

EXTINGUISH the fire only if the fire is small and contained.

MAYA

Where the hell is Emergency?

Emergency?

Which floor?

Still no indication…

My "customer experience" continues outside the hospital . . .

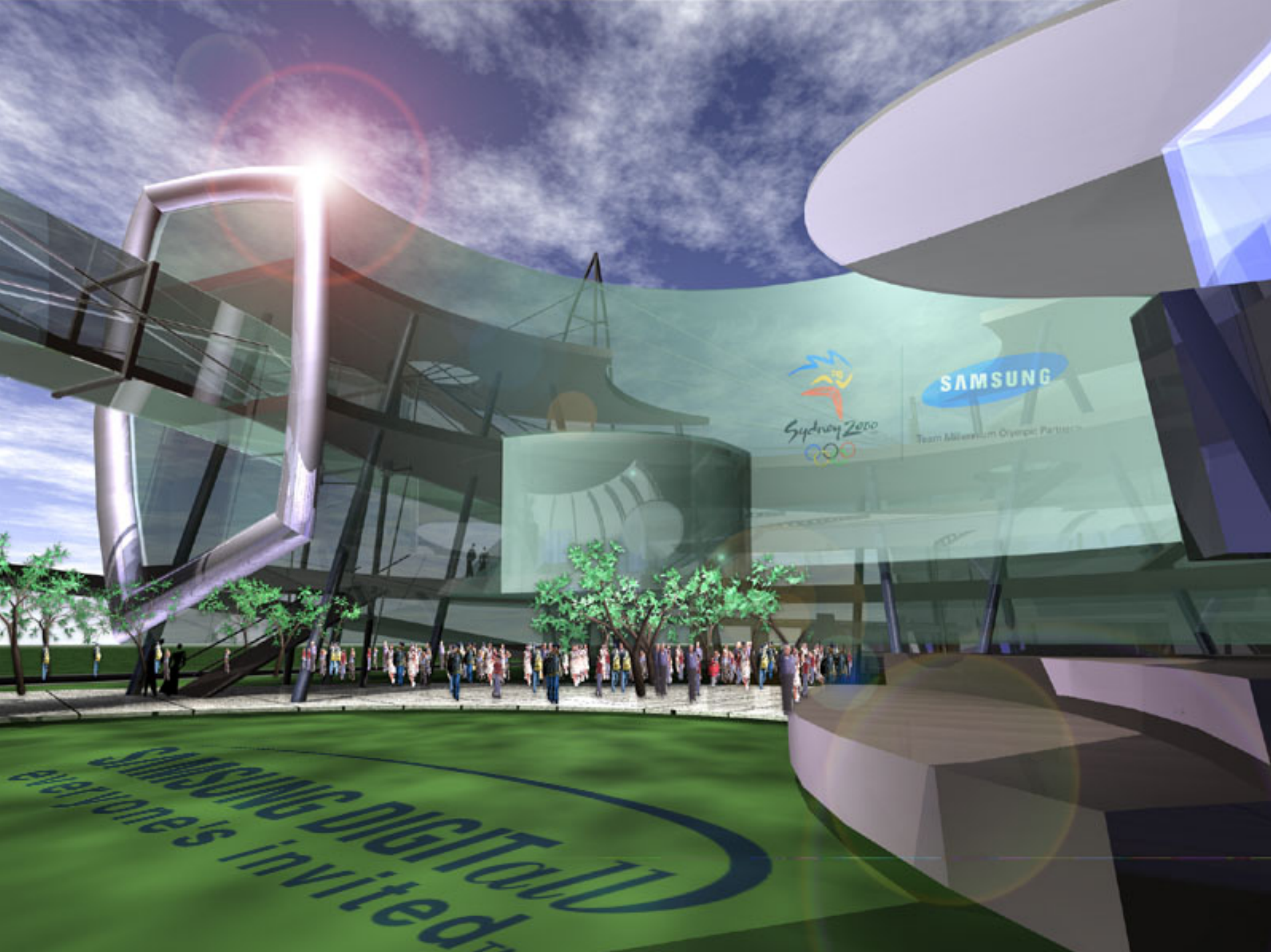# Is getting the bill worse than not getting well?

MAYA Design

- Mick in 30 seconds

- MAYA in a minute

- How do you discover unvoiced/unmet needs?

- **How do you exploit the wisdom of the crowds?**

- The MAYA teaming toolkit

- Suggested next steps

MA·YA

Harnessing the Wisdom of the Crowds

Harnessing the Wisdom of the Crowds
Exquisite Corpse

MAYA

Harnessing the Wisdom of the Crowds
        Exquisite Corpse
        Tiger Teams
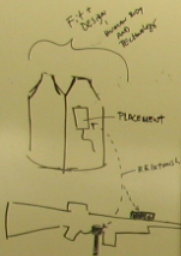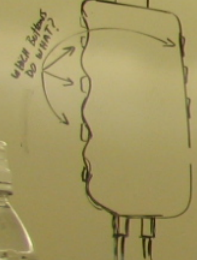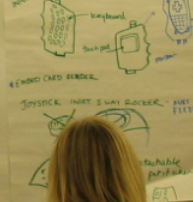
Three Concepts
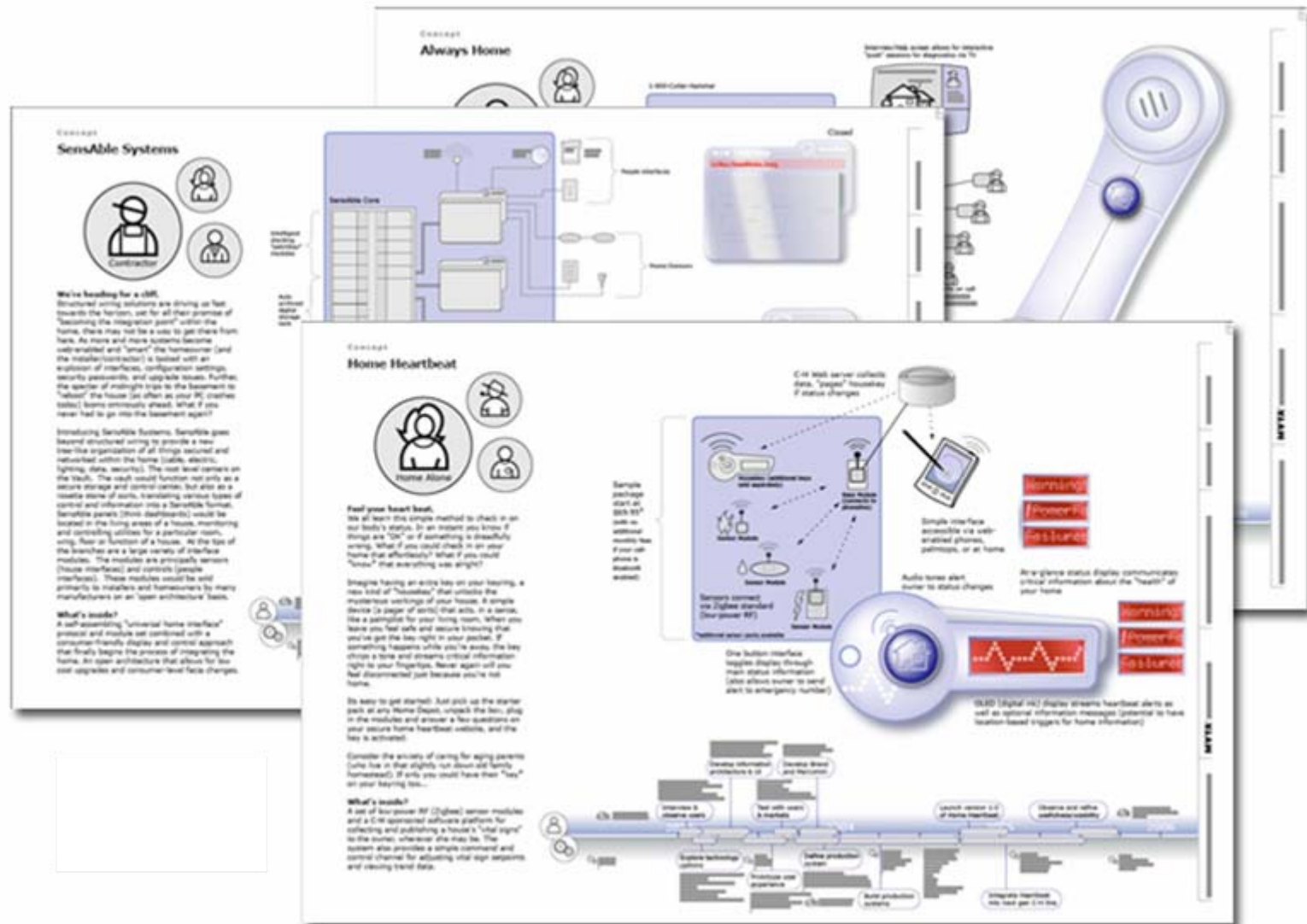
the user is at the entry

...ope of offerings inside (from user's perspective) "at a glance"
..., "you can do this now," mapped to space/time)

...ippets" from the resources featured within

...pular paths (New Releases, Returns, Search Tools, Expert Help)

...HERE YOU ARE. HERE'S WHAT'S NEW.

1 AWAY
2 NEAR
3 ENTRY
4 DISCOVER
5 SEARCH
6 LOCATE
7 ACQUIRE
8 USE
9 FOLLOW THROUGH

USERS

MATERIALS
ACTIVITIES

Welcome to the Carnegie Public Library of Pittsburgh
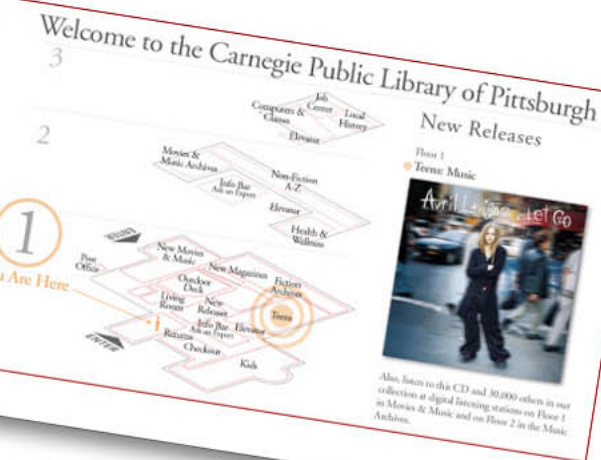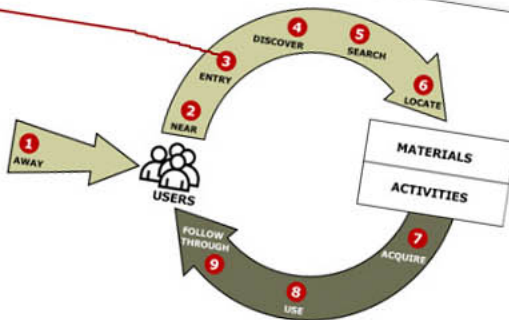
New Releases

COARSE & CONCISE OREINTATION SIGNAGE

the user is at the **entry**

ope of offerings inside (from user's perspective) "at a
," "you can do this now," mapped to space/time)

ippets" from the resources featured within

pular paths (New Releases, Returns, Search Tools, E

HERE YOU ARE, HERE'S WHAT'S NEW.

Welcome to the Carnegie Public Libr
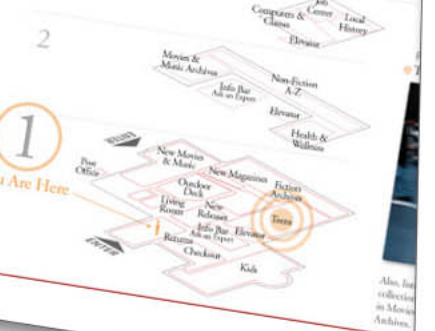
As the user **discovers** scope

1. Identify the zone/area by name/ambience and landmark

2. Tell the user what top 2-3 things they can do here (you're in the right place to..)

3. Display fresh messages/imagery relevant to the zone/area in the periphery

4. Tell them how to get to other offerings (map)
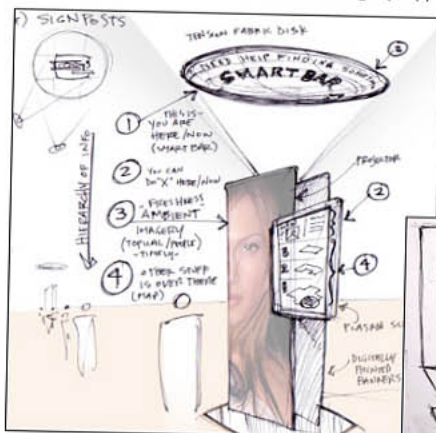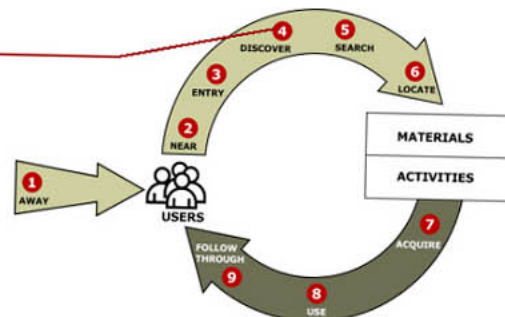
PROGRESSIVE DISCLOSURE

YOU ARE HERE. YOU CAN DO THIS.
THAT IS OVER THERE.
WHAT'S NEW.

LOCATION

GET A CARD

CATEGORIZATION

FICTION

FICTION IS ARRANGED
ALPHABETICALLY
BY AUTHOR'S NAME.

GET HELP
GET A CARD

MATERIALS

ACTIVITIES
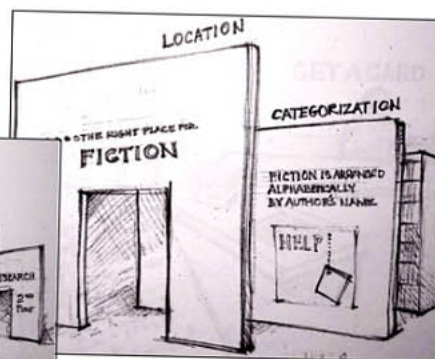
As the user **searches** for his/her goal

1. **Provide locations** for all **three organizers to intersect**/bridge

2. **Provide goal-centric** (not department-centric) **search** tools

3. **Highlight method to save user's state**

4. **Identify paths and remove barriers to Librarians** to foster collaborative search

5. **Collect feedback** to identify and correct information "drift" within connections/organizers
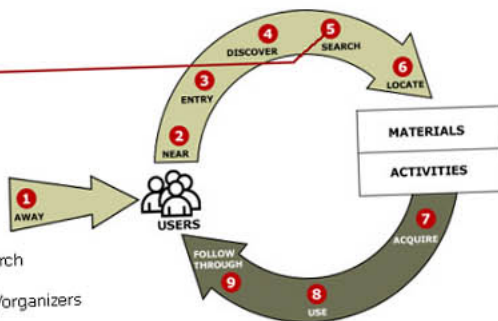
INFORMATION CENTRIC INTERFACE

REVEAL CONNECTIONS ACROSS PHYSICAL AND DIGITAL BOUNDARIES

MATERIALS

ACTIVITIES

the user is a

ope of offerings inside

," "you can do this now,

ippets" from the resour

pular paths (New Relea

HERE YOU ARE, HERE

Welcome to the

YOU ARE HERE. YOU CAN DO THIS.
THAT IS OVER THERE.
WHAT'S NEW.

CATEGORIZATION

FICTION IS ARRANGED
ALPHABETICALLY
BY AUTHOR'S NAME.

HELP!

As the user **searches** for his/he

1. Provide locations for all **three organizers** to intersect,

2. Provide goal-centric (not department-centric) search to

3. Highlight method to save user's state

4. Identify paths and remove barriers to Librarians to

5. Collect feedback to identify and correct information "d

INFORMATION CENTRIC INTERFACE

When the user **locates** his/her goal

1. Display the availability of (location in time) and distance to (locate in space) the selected resource

2. Map a clear pathway from here to there

3. Support graceful recovery at or near the point of failure (distributed Findit tools, HelpMe buttons, printed maps)

4. Collect feedback to identify and correct missing or misplaced resources

FINDER STATIONS + MAP NOTEPADS

PRINT MAP + SEARCH RECORD

LOCATE HERE OR IN THE NETWORK

the user is a

ope of offerings inside
," "you can do this now),

ippets" from the resourc

pular paths (New Releas

HERE YOU ARE. HER

Welcome to the

YOU ARE HERE. YOU CAN DO THIS.
THAT IS OVER THERE.
WHAT'S NEW.

the user is a

ope of offerings inside
," "you can do this now,
ippets" from the resour
pular paths (New Rel

As the user searches for his/he

1. Provide locations for all three organizers to intersect,

2. Provide goal-centric (not department-centric) search t

3. Highlight method to save user's state

4. Identify paths and remove barriers to Librarians to

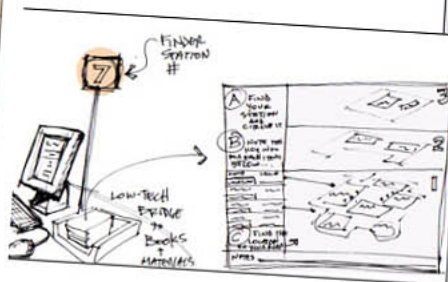5. Collect feedback to identify and correct information "d
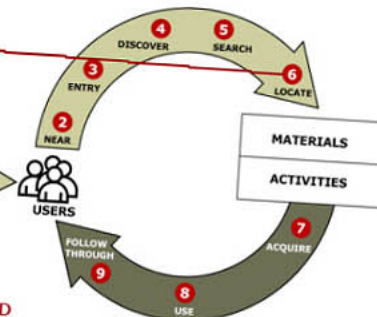
INFORMATION CENTRIC INTERFACE

When the user locates his/her goal

1. Display the availability of (location in time) and distance to (locate in space) the selected resource

2. Map a clear pathway from here to there

3. Support graceful recovery at or near the point of failure (distributed Findit tools, HelpMe buttons, printed maps)

4. Collect feedback to identify and correct missing or misplaced resources
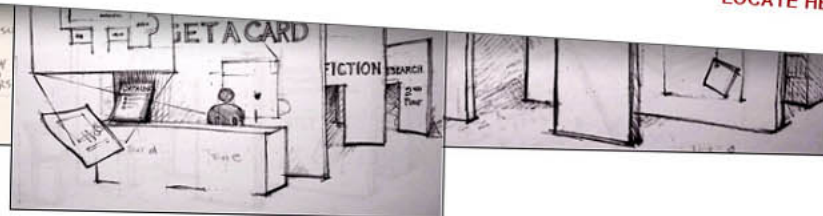
PRINT MAP + SEARCH RECORD

When the user acquires material

1. Identify acquisition location/actions/steps (your account/check-out, get a card, sign-up, etc.)

2. Confirm usage (when to return, where to return, renewal options)

3. Highlight/Reveal related resources (preprinted bookmarks, mini-marquee, barcode scanning tool, etc.)

4. Collect feedback

SEAMLESS CHECKOUT

BOOKMARK THAT REVEALS RELATED INFO/RESOURCES
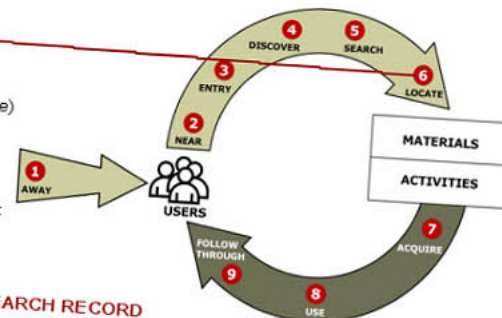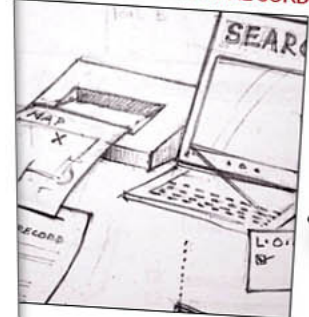
LOCATE HERE OR IN THE NETWORK

As the user **searches** for his/he

1. Provide locations for all **three organizers to intersect**,

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3. Highlight method to save user's state

4. Identify paths and remove barriers to Librarians to

5. Collect feedback to identify and correct information "d
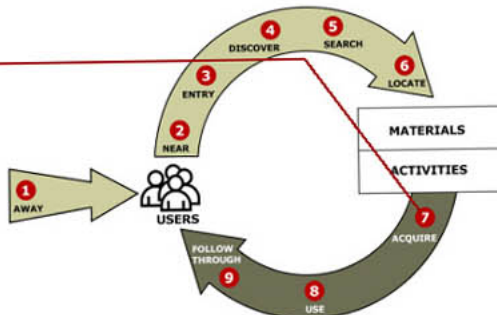
INFORMATION-CENTRIC INTERFACE

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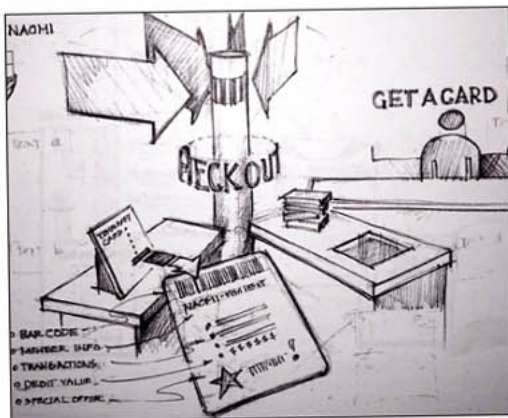
PRINT MAP + SEARCH RECORD
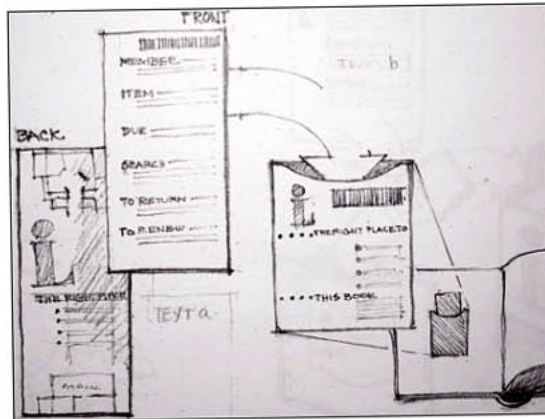
When the user **acquires** material

1. Identify acquisition location/actions/steps
(your account/check-out, get a card, sign-up, etc.)

2. Confirm usage (when to return, where to return, renewal options)

3. Highlight/Reveal related resources (preprinted bookmarks, mini-marquee, barcode scanning tool, etc.)
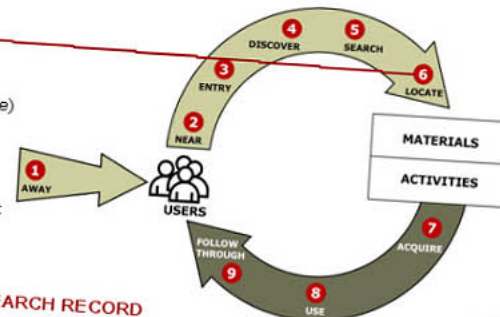
4. Collect feedback

SEAMLESS CHECKOUT

BOOKM

When the library **follows through**...

1. Provide usage reminders/options (all reminder style interaction should be "opt-in")

2. Identify convenient return/re-entry locations

3. Gather/support contribution of related information to Library resources (comments, reviews, connections)
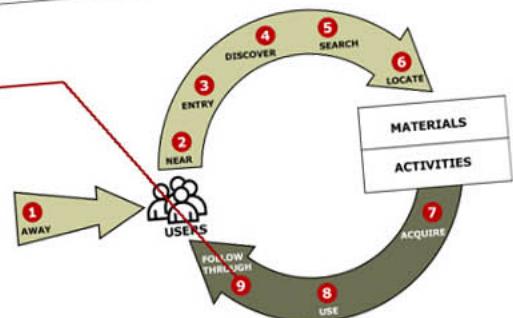
IDENTIFY NETWORK CONNECTIONS FOR CONVENIENCE

CONVENIENT RETURNS

Return your items at any library. Thanks for visiting!

You Are Here

Today

Floor 2
● Book Discussion

Girl with a Pearl Earring

Floor 2, Non-Fiction
2:00 p.m.
Free

Coming Up

Floor 1
Toddler Story Time
Kids
Sunday, Jan. 25

Design principles

Filter the complexity, explain the options, define the actions

At each major point on the users' journey specific messaging and interaction principles should be observed. This diagram identifies, in order of importance, each critical step of the journey.

Away

1. Show/Tell **concrete examples** of **fresh/relevant/timely** information offered at the Library

2. **Tell them how close they** are/how easy it is to reach goal (10 minutes ahead, one click away, etc.)

The cycle of user experience is characterized by a "Discovery" and "Follow Through" process. Both have some strategic interaction points, which are key to a successful user experience. These are:

The user is **away** from the library
The user is **just outside** the library
The user just **enters** the library
The user **discovers** scope of the library
The user **searches** for his/her goal
The user wants to **locate** his goal
The user **acquires**/attends materials/activities
The user **uses/participates** with the resources
The library **follows through** with the user

Entry

1. Define scope of offerings inside (from user's perspective) **"at a glance"** ("you are here," "you can do this now," mapped to space/time)

2. **Reveal "snippets"** from the resources featured **within**

3. **Highlight popular paths** (New Releases, Returns, Search Tools, Expert Help)

Near

1. **Identify presence** of Library and **highlight entry**

2. Identify state (Open/Closed)

3. **Display timely info/themes related to locale** (New Releases in our African American Collection!)

4. **Tell them how easy it is** to reach goal (Free books inside, etc.)

Follow through

1. **Provide usage reminders/options** (all reminder style interaction should be "opt-in")

2. **Identify** convenient **return/re-entry** locations

3. **Gather/support contribution** of related information to Library resources (comments, reviews, connections)

Discover

1. **Identify the zone/area by name/ambience** and **landmark**

2. **Tell the user what top 2 or 3 things they can do here** (you're in the right place to...)

3. **Display fresh messages/imagery** relevant to the zone/area **in the periphery**

4. **Tell them how to get to other offerings** (map)

DISCOVER

MATERIALS

ACTIVITIES

USE

Use/Participate

1. **Provide comfortable use opportunities** (varied seating, tables to spread out information on, etc.)

2. **Support** seamless bridging to **further discovery** (research desk/scanner, opt-in communications of "others like this")

3. **Highlight/Reveal related resources** (preprinted bookmarks, mini-marquee, barcode scanning tool, etc.)

Search

1. **Provide locations** for all three organizers to **intersect/bridge**

2. **Provide goal-centric** (not department-centric) **search** tools **throughout experience**

3. **Highlight method to save user's state**

4. **Identify paths and remove barriers to Librarians** to foster collaborative search

5. **Collect feedback** to identify and correct information "drift" within connections/organizers

Locate

1. **Display the availability of** (location in time) **and distance to** (locate in space) **the selected resource**

2. **Map a clear pathway** from here to there

3. **Support graceful recovery** at or near **the point of failure** (distributed Find-it tools, HelpMe buttons, printed maps)

4. **Collect feedback** to identify and correct **missing or misplaced resources**

Acquire

1. **Identify acquisition location/actions/steps** (your account/check-out, get a card, sign-up, etc.)

2. **Confirm usage** (when to return, where to return, renewal options)

3. **Highlight/Reveal related resources** (preprinted bookmarks, mini-marquee, barcode scanning tool, etc.)
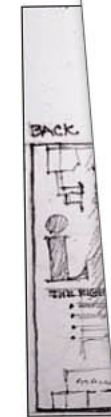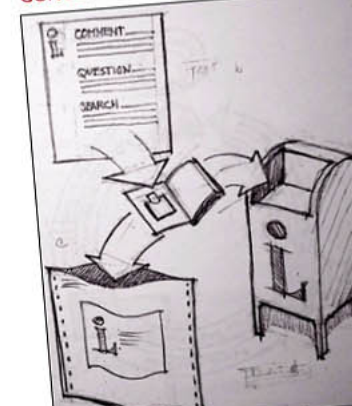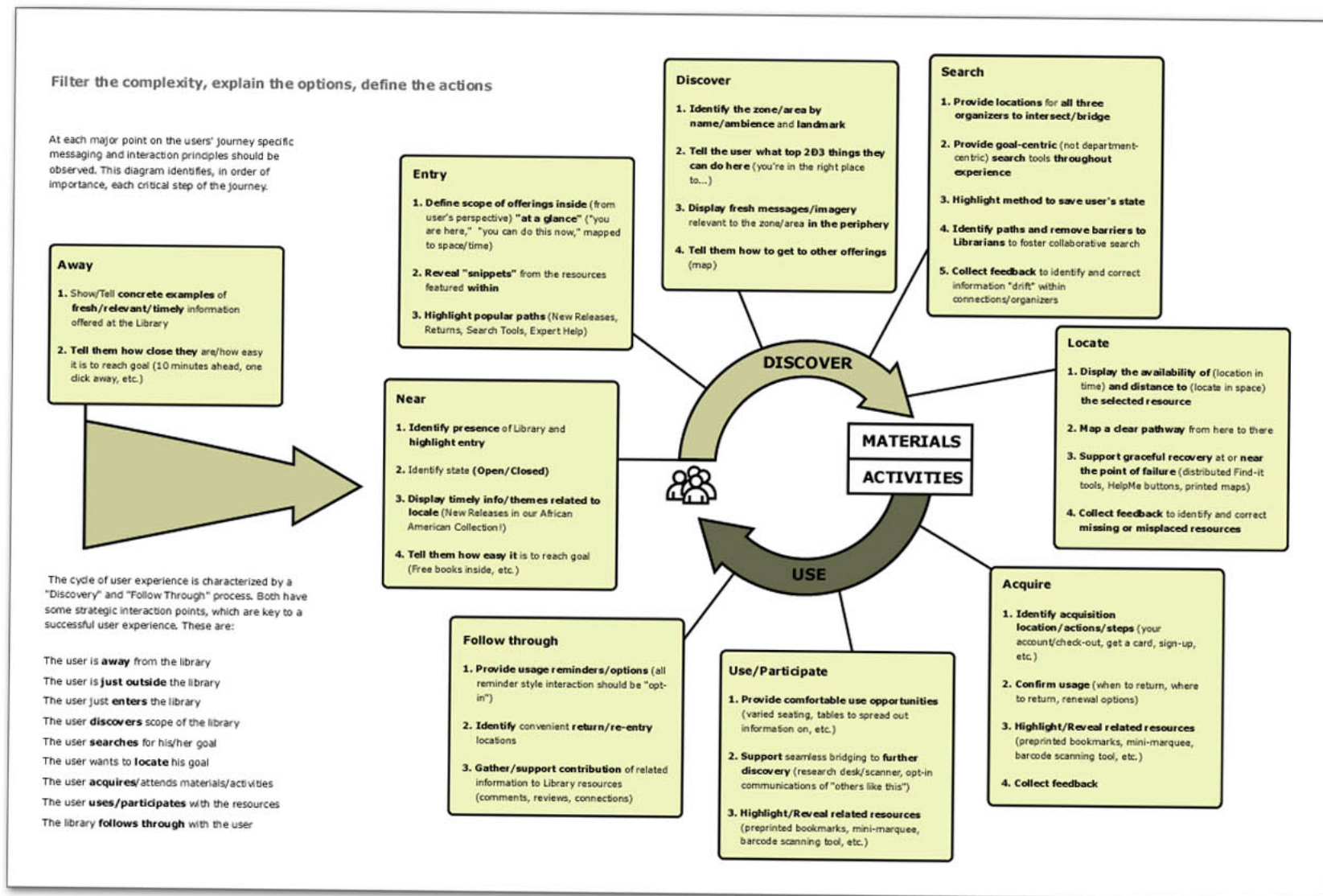
4. **Collect feedback**

ask a librarian

Lexicon shifts to user-centered
(not system-centered) language

Reference desk = Ask a Librarian

ask a
librarian

I can
help you:
find
information
choose books
locate
materials

Ask a Librarian
E-mail | Chat | 412-622-3114

ie Library of Pittsburgh

About the Library	What's Happening	Customer Services	Discover More
• Hours and locations • Library shop • Donate/Volunteer • Employment	• Today's events • Event calendar • Class listings • Library renovations	• Your account • Get a library card • Borrowing policies • Renew materials	• Bestsellers • Latin American food • Homework help • Geneaology research
More . . .	More . . .	More . . .	More . . .

Go

News
• **Lorem ipsum dolor sit amet, consectetuer
adipiscing elit sed diam nonummy nibh.**
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• **Ex ea commodo consequat.**
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at vero eros et accumsan et odio dignissim qui
blandit.

• **Li Europan lingues. Es membres del sam
familie.**

Library Shop
The more you buy, the
more you support the
library. Every purchase
you make helps us stay
open longer, offer more
programs, and buy
more books, CDs, and
DVDs.

Shop now . . .

Did You Know?
Borrow from our
collection of more than
18.700 musical scores.
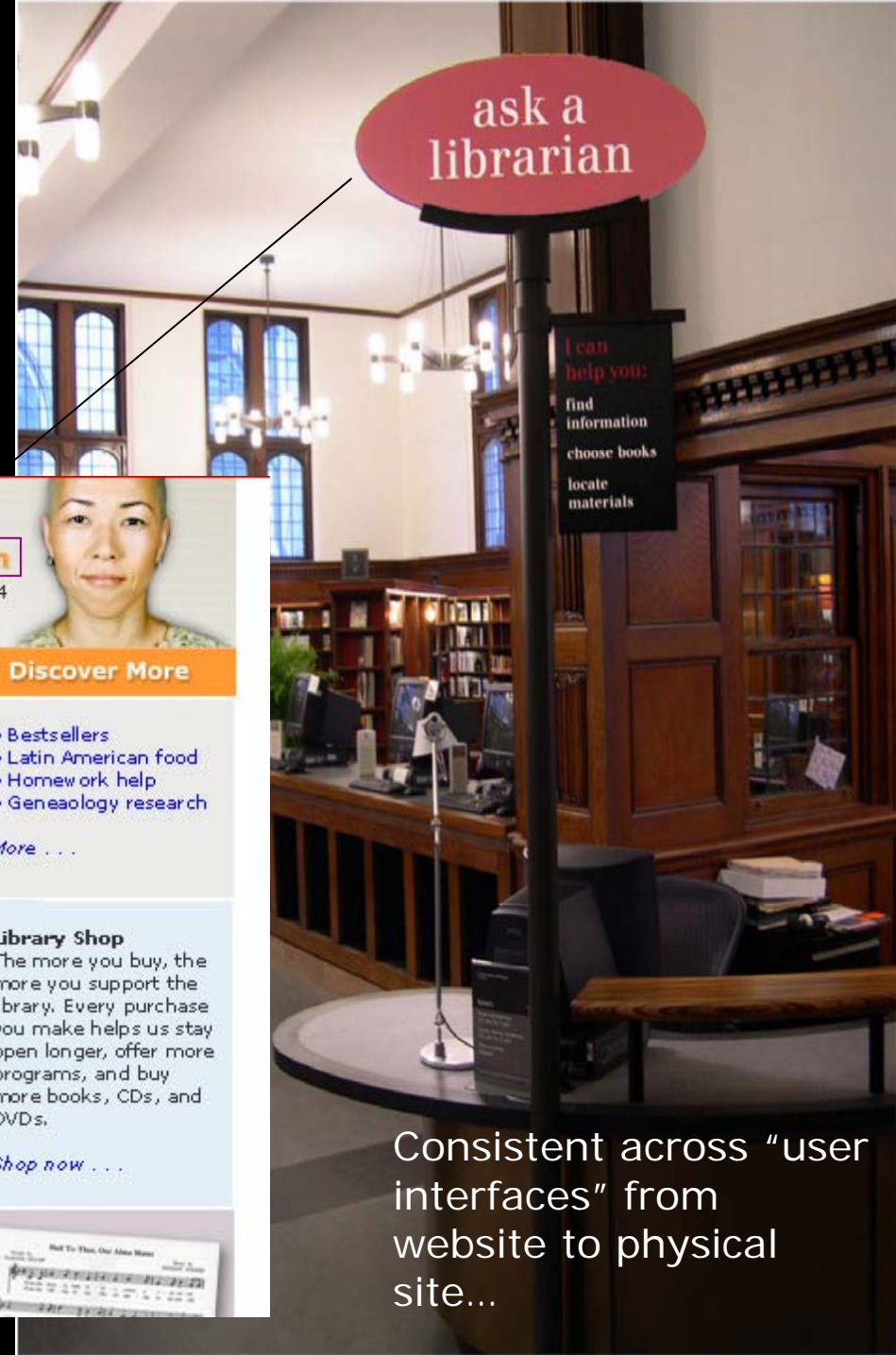
Consistent across "user
interfaces" from
website to physical
site...

Partners for a healthy Pittsburgh
Your wellness resource

Presents:
Expert Advice

BIOTERRORISM —
Things you should know

March 11, 7 - 8:30 PM
Carnegie Museum of Art Theater

Carnegie Library of Pittsburgh

The Online Reference Center

Library CHESS Tournament

TOURNAMENT GEAR

EVENT CALENDAR

www.carnegielibrary.org

FEBRUARY 2005

Adults

For your convenience, we now accept

MasterCard

VISA

CARNEGIE LIBRARY OF PITTSBURGH

**BROOKLINE
BRANCH LIBRARY**

Monday - Thursday
10 a.m. - 8 p.m.

Saturday
9 a.m. - 5 p.m.

Friday and Sunday
CLOSED

All Staff:
Remember:
TABLE COUNT
Must be marked on
the chart!

Thank you!

Circulation desk = Customer Services

Librarians are now the editors of the experience...

MAYA

MAYA Design

- Mick in 30 seconds
- MAYA in a minute
- How do you discover unvoiced/unmet needs?
- How do you exploit the wisdom of the crowds?
- The MAYA teaming toolkit
- Suggested next steps

MAYA

MAYA Teaming Toolkit (or Average Innovation)

- Exquisite Corpse/Sketch Twister

- Monster in a Box

- Day in the Life/Walking a Mile

- Future Positive Round Robin

- Alternate Worlds

- Road Kill

- Wizard of Oz

- Tennis Match

- Vote Visualization

- Challenge/Trend Mapping

- Tiger Teams/Super Bowl

MAYA

A Sample Method: Innovation Session

Pre-session Preparation

Challenge / Opportunity Diagramming

Persona Generation

Concept Prototyping

Morning

Afternoon

Introductions & Market Overview

Roadkill Analysis

Brainstorming/ Tiger Teaming

The key to innovation is surfacing an organization's rich repository of knowledge, bending it into a customer's view and making new connections via their combined wisdom…

MAYA Design

Innovation is not a straight and easy path from beginning to end. Edison said it best, "I have not failed. I've just found 10,000 ways that don't work."

Perspire
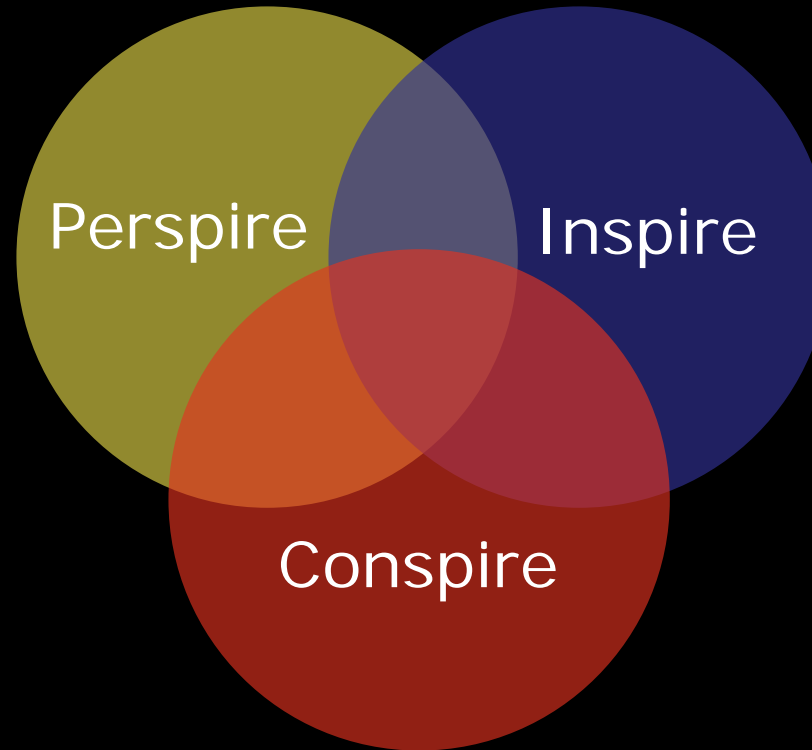
Inspire

Conspire

Make the project the reason to breath. When all hope is lost find a way to inspire yourself, your customer, your team.

Psst, I have a secret plan... you in? Real innovation happens outside the lines. Form a creative conspiracy with your customer (skunk works).

MA·YA

MAYA Design

- Mick in 30 seconds

- MAYA in a minute

- How do you discover unvoiced/unmet needs?

- How do you exploit the wisdom of the crowds?

- The MAYA teaming toolkit

- Suggested next steps

MAYA

Next Steps

- Read some good material about innovation and collaboration
    - "The Wisdom of the Crowds" by James Surowiecki
    - "Organizing Genius" by Warren Bennis and Patricia Ward
    - "Six Thinking Hats" by Edward De Bono
    - "MAYA Teaming Toolkit" whitepaper (www.maya.com/cdc)
- Get a personal trainer
- Practice, practice, practice

MAYA